Andersen Windows, Inc. Unveils Ernie G. Smartz

Andersen Windows®, Inc. of Bayport, Minnesota, has been designing windows for more than 95 years, and as an ENERGY STAR Partner they have been educating the building industry and consumers about ENERGY STAR for more than three years.

In 1998, Andersen launched a new character, Ernie G. Smartz™ (Energy Smarts), to make learning about energy efficiency fun. The likable character has helped to educate both building trade professionals and consumers through the Ernie G. Smartz Energy Efficiency Promotional Kit, which includes everything from descriptive brochures to merchandise available for use in model homes. These brochures help builders of ENERGY STAR Labeled Homes using Andersen products to first educate themselves about ENERGY STAR then pass that knowledge on to their customers.

"We have distributed over 5,000 Ernie G. Smartz packages to builders throughout the United States and have received many requests for the promotional elements that are available through the package," said Diane Utzman O'Neill, brand marketing account manager.

These products help ENERGY STAR Labeled Home builders utilizing Andersen Windows differentiate themselves in the marketplace by emphasizing the ENERGY STAR logo and the importance of energy efficiency.

To help consumers make the connection between the ENERGY STAR brand and high-quality, energy-saving homes, Andersen Windows, also includes door hang tags in the kit. These hang tags feature Ernie G. Smartz character and draw attention to the home's ENERGY STAR label. The door hang helps focus attention on the savings associated with an ENERGY STAR Labeled Home and raises interest in energy efficiency. There are also carpet runners, refrigerator magnets, bid and window stickers, and 4-ft high Ernie G. Smartz cutouts to help merchandise ENERGY STAR Labeled Homes with Andersen windows.

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